

## **New Year's Resolution to Recycle? Recycle Bins are on the Way!**

### **Coca-Cola and National Recycling Coalition to Provide 2,500 Recycle Bins through Bin Grant Program**

WASHINGTON D.C. (JAN.23, 2008) – The National Recycling Coalition (NRC) and Coca-Cola are helping 76 organizations fulfill their New Year's resolutions to recycle more and waste less. This January, the NRC will be busy contacting the recipients of the 2007 Bin Grant program to offer its recycling expertise and arrange for the shipment of 2,500 recycle bins.

Seventy-six grants were awarded to a diverse selection of applicants from 40 states, including 15 colleges and universities, 19 municipalities and other local government entities, 18 K-12 schools, 20 community-based non profit organizations and three Native American tribes. Recipients were chosen by NRC based on a number of criteria, including where bins are likely to have the most impact on recovering beverage containers from the waste stream, ability of recipients to sustain their program in the future, and intention to support collection programs with recycling education and promotion. The Bin Grant is sponsored by The Coca-Cola Company and is designed to promote and support community recycling in the U.S.

“The response to this grant program has been phenomenal. The extent and diversity of applications solidly demonstrates how citizens across the nation are addressing recycling on a community level,” said Kate Krebs, executive director of the National Recycling Coalition. “It’s a privilege for NRC to partner with Coca-Cola to provide recycling collection bins that will build, expand and strengthen recycling programs at school, work and play.”

The Bin Grant Program provides recycling bins directly to recipients and leverages the purchasing power and expertise of the NRC. The NRC and Coca-Cola intend to offer bin grants twice a year in the fall and spring.

“The number of applicants for bin grants far exceeded our expectations. We are looking forward to supporting another NRC bin grant program this Spring,” said Scott Vitters. “The Bin Grant program ultimately will help us reach our long term goal to recycle or reuse 100 percent of the packages that we place in the market by increasing collection of valuable recyclables such as aluminum and PET.”

Grants were awarded to recycling programs of all shapes and sizes. **The City of Richmond will place their 24 recycling bins in the offices and lobbies of the Municipal Building and Sanitary District offices. The Prestige bin is stainless steel. The Busch bin is a heavy blue plastic similar to the City’s current recycling bin. The plastic bin will be labeled “Bottles and Cans” to distinguish it from the white office paper bins now placed near copy machines**

**The additional bottle and cans recycling bins will support the United States Conference of Mayors Climate Protection Agreement, the City’s Comprehensive Plan, and the City’s Clean Community Challenge goal to reduce by 30% the solid waste going to the landfill from the City Building and Sanitary District Office.**

A full list of the 2007 Bin Grant recipients is below. Spring 2008 grant application dates and information will be announced and posted on the NRC website, <http://bingrant.org/register.asp> at the end of January.

### **Fall 2007 Grant Recipients**

Auburn University  
Auburn City Schools  
City of Phenix City  
Aniak Traditional Council  
Heber Springs School  
Native Village of Hooper Bay  
Heard Museum  
Grace Hill Elementary School

Auburn, Alabama  
Auburn, Alabama  
Phenix City, Alabama  
Aniak, Alaska  
Heber Springs, Arkansas  
Hooper Bay, Alaska  
Phoenix, Arizona  
Rogers, Arkansas

Solana Center for Environmental Innovation  
Menlo Atherton School District  
Future Farmers of America  
University of Connecticut  
Keep Orlando Beautiful, Inc.  
Francis House  
Congress Middle School  
Durham Middle School  
Riverwood High School Environmental Club  
City of Griffin  
McKendree Elementary PTA  
Kalaheo School PTSA  
Coeur d'Alene Tribe  
Peoria County Recycling  
A.G. Bell School  
City of Richmond  
Woolpert, Inc.  
University of Iowa  
Cans for the Community  
Friends of Recycling for Southeast Kansas  
Christ the King School  
Shreveport Green  
Allegany County  
University of Maryland, Baltimore County  
Midshore Regional Recycling Program  
Scituate Public Schools  
Kettering University  
Emmet County Recycling  
Benton Harbor Police Department  
City of East Lansing  
Hennepin History Museum  
Perham - Dent Public Schools  
Sojourner Truth Academy  
Southside Family Charter School  
Keep Corinth Beautiful  
Harrison County Beautification Commission  
Drury University  
City of Missoula  
University of Nebraska-Omaha  
Keene State College  
National Honor Society / Waldwick High School  
Eastern New Mexico University-Roswell  
Santa Clara Pueblo  
Tompkins County SWM Division  
Stony Brook University  
-Campus Dining Services  
Town of Robbins  
Cape Fear Community College  
Bladen County Public School System  
Durham County Government  
Miami University  
Ashland University  
Oklahoma DEQ  
Hillsboro Parks & Recreation  
Johnson College  
City of Pittsburgh-Recycling Division

Encinitas, California  
Menlo Park, California  
Lincoln, California  
Storrs, Connecticut  
Orlando, Florida  
Tampa, Florida  
Boynton Beach, Florida  
Acworth, Georgia  
Atlanta, Georgia  
Griffin, Georgia  
Lawrenceville, Georgia  
Kalaheo, Hawaii  
Plummer, Idaho  
Peoria, Illinois  
Chicago, Illinois  
Richmond, Indiana  
Indianapolis, Indiana  
Iowa City, Iowa  
Lawrence, Kansas  
Pittsburg, Kansas  
Lexington, Kentucky  
Shreveport, Louisiana  
Cumberland, Maryland  
Baltimore, Maryland  
Centreville, Maryland  
Scituate, Massachusetts  
Flint, Michigan  
Petoskey, Michigan  
Benton Harbor, Michigan  
East Lansing, Michigan  
Minneapolis, Minnesota  
Perham, Minnesota  
Minneapolis, Minnesota  
Minneapolis, Minnesota  
Corinth, Mississippi  
Gulfport, Mississippi  
Springfield, Missouri  
Missoula, Montana  
Omaha, Nebraska  
Keene, New Hampshire  
Waldwick, New Jersey  
Roswell, New Mexico  
Espanola, New Mexico  
Ithaca, New York  
Stony Brook, New York  
  
Robbins, North Carolina  
Wilmington, North Carolina  
Elizabethtown, North Carolina  
Durham, North Carolina  
Oxford, Ohio  
Ashland, Ohio  
Oklahoma City, Oklahoma  
Hillsboro, Oregon  
Scranton, Pennsylvania  
Pittsburgh, Pennsylvania

Blair County Dept. of Solid Waste & Recycling  
Charleston County  
City of Dillon  
Knoxville Recycling Coalition  
Nashville Sounds Baseball  
Keep Richland Hills Beautiful  
Travis Elementary School  
Blinn College  
- Phi Theta Kappa, Alpha Phi Lambda  
SilverLake Elementary School  
Salt Lake County - Recycling Information Office  
Manassas Park City Schools  
Yakima Valley Community College  
Stage III Community Theatre

Hollidaysburg, Pennsylvania  
Charleston, South Carolina  
Dillon, South Carolina  
Knoxville, Tennessee  
Nashville, Tennessee  
Richland Hills, Texas  
Grand Prairie, Texas  
Bryan, Texas  
  
Grapevine, Texas  
Salt Lake City, Utah  
Manassas Park, Virginia  
Yakima, Washington  
Casper, Wyoming

### **About the NRC**

The NRC is a national, non-profit advocacy group with members that span all aspects of waste reduction, reuse and recycling in North America. NRC's objective is to eliminate waste and promote sustainable economies through advancing sound management practices for raw materials in North America. NRC works with its members and partners to sponsor programs and stakeholder forums that provide tools and nurture solutions for the recycling industry. Breaking new ground in how Americans think about waste, the Coalition is a strong and clear voice for recycling. For more information about the NRC please visit <http://www.nrc-recycle.org/>.

### **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest non-alcoholic beverage company. Along with the Coca-Cola® trademark, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including the Diet Coke®, Fanta® and Sprite® brands, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

###